

## **What is claimed is:**

**[Claim 1] What is claimed is:**

A customer relationship management system comprising:

having a database;

having said database contain data about a gaming player; and

allowing said data to be accessed by users of the system being use to offer promotions to said player.

**[Claim 2] 2.** A customer relationship management system of claim 1 further comprising having said system being accessible by a user through the Internet.

**[Claim 3] 3.** A customer relationship management system of claim 1 further comprising having said data being historic data of said gaming player.

**[Claim 4] 4.** A customer relationship management system of claim 3 further comprising having said historic data being the gaming history of said gaming player.

**[Claim 5] 5.** A customer relationship management system of claim 1 further comprising having said data being the preferences of said gaming player.

**[Claim 6]** 6. A customer relationship management system of claim 1 further comprising having said system connecting to other database systems.

**[Claim 7]** 7. A customer relationship management system of claim 6 further comprising having said promotions written in a player's native language.

**[Claim 8]** 8. A customer relationship management system of claim 1 further comprising having said system contacting said gaming player about a promotion.

**[Claim 9]** 9. A customer relationship management system of claim 8 further comprising where said gaming player is contacted based on a selection criteria.

**[Claim 10]** 10. A customer relationship management system of claim 1 further comprising where said database has a promotional file that contains information about the player and the promotions.

**[Claim 11]** 11. A customer relationship management system of claim 10 further comprising where said promotions are forwarded to a player based on selection.

**[Claim 12]** 12. A customer relationship management system comprising:

having a database on which a promotion file resides;

having said promotion file contain data about a gaming player;

having said promotion file contain information about promotion, and

allowing said data to be accessed by users of the system being use to offer promotions to said player.

**[Claim 13]** 13. A customer relationship management system of claim 12 further comprising having said system being accessible by a user through the Internet.

**[Claim 14]** 14. A customer relationship management system of claim 12 further comprising having said data being historic data of said gaming player.

**[Claim 15]** 15. A customer relationship management system of claim 12 further comprising having said data being the preferences of said gaming player.

**[Claim 16]** 16. A customer relationship management system of claim 12 further comprising having said system connecting to other database systems.

**[Claim 17]** 17. A customer relationship management system of claim 12 further comprising having said promotions written in a player's native language.

**[Claim 18]** 18. A customer relationship management system of claim 12 further comprising having said system contacting said gaming player about a promotion.

**[Claim 19]** 19. A customer relationship management system of claim 12 further comprising where said gaming player is contacted based on a selection criteria.

